ENERGY STAR

# USING THE ENERGY STAR IDENTITY TO MAINTAIN AND BUILD VALUE

# PURPOSE

These guidelines outline the implementation of a strong and distinctive identity for ENERGY STAR. Whether you are labeling a product because it has earned the ENERGY STAR, designing a new outreach campaign or communicating your organization's environmental commitment, these guidelines are designed to help you make the most of your ENERGY STAR partnership. All of us have the power to make a change for the better if we work together.

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# MESSAGE FROM THE ADMINISTRATOR

ENERGY STAR is more than a label awarded for energy efficiency. It is a partnership among government, business, and consumers, united in the pursuit of a common goal—to protect our environment for future generations.

The ENERGY STAR program has been a resounding success over the last decade. Americans have purchased more than 1 billion ENERGY STAR qualified products and thousands of buildings have been improved. More than 7,000 businesses and organizations have become partners, and more than 40% of the American public recognizes the ENERGY STAR.

Last year alone, with the help of ENERGY STAR, Americans saved the energy required to power 15 million homes and reduced air pollution equivalent to taking 14 million cars off the road—all this while saving $7 billion on energy bills. Through ENERGY STAR, we have successfully educated our partners and the consumer marketplace that energy efficiency does not sacrifice the features, style, or the comfort that today's consumers expect. But there is much more to do. There are many more Americans to make aware of the power they have when they make choices for their homes and many more businesses to show that what is good for the environment is also good for the bottom line.

The quality of the environment is everyone's responsibility and by bringing ENERGY STAR into American homes and businesses we can make an enormous difference.

In the following pages, we define and provide new tools that will help your organization build on our joint accomplishments of the past and to help us deliver a better future—one that will benefit generations to come.

Christie Whitman
Administrator
Environmental Protection Agency

*THE ENERGY STAR IS MORE THAN A LABEL AWARDED FOR ENERGY EFFICIENCY*

# THE POWER OF ENERGY STAR

ENERGY STAR has become a powerful platform for improving the environment through energy efficiency.

## THE HISTORY

EPA introduced the ENERGY STAR label in 1992 to recognize energy-efficient computers. Since then, the label has grown to identify efficient products across more than 40 product categories. Since the mid-1990s, EPA has collaborated with the U.S. Department of Energy (DOE), which now has responsibility in some product areas. EPA approved the label for use on efficient new homes in 1995, and efficient buildings became eligible for the label in 1999 when EPA unveiled a new standardized approach for measuring the energy performance of an entire building.

Beyond the label, EPA and DOE have offered many tools and materials to partner organizations to build upon and use in their efforts to promote energy efficiency. These include:

- promotional ENERGY STAR marks;
- national public service advertising campaigns;
- promotional and national campaign materials;
- performance rating systems;
- sales training materials;
- educational brochures;
- awards in recognition of excellence.

## THE SUCCESS

Since the introduction of the ENERGY STAR label, Americans have purchased more than 1.5 billion products carrying that mark and improved the efficiency of thousands of buildings and homes. As a nation we have prevented greenhouse gas emissions equivalent to those from 20 million vehicles.

Over this time the public has become more aware of and interested in energy efficiency, ENERGY STAR, and protecting the environment. Energy issues have made news. The public has become more concerned with environmental issues, particularly air pollution and global warming. Many consumers want to know what they can do to save energy and protect the environment and believe that products that address energy and environmental issues



*ENERGY STAR HAS BECOME A POWERFUL PLATFORM FOR IMPROVING THE ENVIRONMENT THROUGH ENERGY EFFICIENCY*

are desirable (see Survey Results on page 2.2).

ENERGY STAR is growing to meet these consumer and business interests. Recent surveys and studies show (see pages 2.2-2.4 for more complete results):

- More than 60% of the American public is aware of the label;
- The ENERGY STAR label is influencing product purchasing and consumers will use the label in the future as part of their purchasing decisions;
- Market penetration of ENERGY STAR qualified products has increased substantially in regions with active programs;
- ENERGY STAR partners that are leaders in corporate energy management are strong performers on Wall Street.

# 87% AMERICANS ARE VERY CONCERNED ABOUT THE ENVIRONMENT

## AMERICAN VIEWS ON ENERGY, ENVIRONMENT AND PRODUCTS

Many Americans are concerned about the environment and believe that saving energy helps the environment.

- 89% strongly agree or agree with the statement "I'm very concerned about the environment."[A]
- 93% strongly agree or agree with the statement "Saving energy helps the environment."[A]
- 93% of people believe that saving energy is important.[B]
- 94% of consumers believe that each of us has to be responsible in our energy use and that they as an individual can make a difference (they either agree or strongly agree).[A]
- 73% of consumers believe that "A product that is better for the environment" is a somewhat to very important consideration when purchasing an appliance or other energy-using product.[A]
- 72% of adults "…make a special effort to look for products that are energy efficient."[C]

## AMERICAN VIEWS ON THE FEDERAL GOVERNMENT AND ENERGY STAR

There is growing awareness of the ENERGY STAR label, with more than 60% of the American public recognizing it.[D]

Of those consumers aware of the ENERGY STAR label, many have a good understanding of it.[A]

- 89% believe a qualified product uses energy more efficiently than a conventional product.[A]
- 72% believe a qualified product is friendly to the environment.[A]

The ENERGY STAR label is influencing purchases of efficient products.

- More than 50% of households knowingly purchased at least one ENERGY STAR qualified product in the last twelve months.[D]
- Of those with a recent ENERGY STAR purchase:
  - more than 60% say that the presence of the ENERGY STAR mark influenced their purchase decision (either somewhat or very much);[A,D]



# MORE THAN 60% OF THE AMERICAN PUBLIC RECOGNIZE THE ENERGY STAR

  - 93% of those that received a discount said that they were either very or somewhat likely to purchase the ENERGY STAR qualified product without the discount.[D]

Many Americans believe they will use the ENERGY STAR label in the future to help in choosing products.

- 95% of recent purchasers of an ENERGY STAR qualified product say they are somewhat or very likely to purchase an item with the ENERGY STAR mark in the future.[A]
- 76% of consumers that knowingly purchased an ENERGY STAR labeled product are very or somewhat likely to recommend ENERGY STAR to a friend.[D]

## ENERGY STAR QUALIFIED PRODUCTS ARE GAINING MARKET SHARE

The market share of ENERGY STAR qualified products is growing all over America.

In California:

- Market share of major appliances carrying the ENERGY STAR grew by 12 to 28%;[E]
- Sales of ENERGY STAR qualified Compact Fluorescent Lamps (CFLs) reached nearly 2.8 million by mid 2001.[F]

In the Northwest:

- Market share for ENERGY STAR qualified windows grew from 15% in 1997 to 66% by June 2001;[G]
- ENERGY STAR qualified clothes washers reached a 30% market share;[H]
- 8.3 million ENERGY STAR qualified CFLs were sold in 2001.[H]

In the Northeast:

- Market share of ENERGY STAR qualified clothes washers is 65% greater than the national average.[I]

# *67% BELIEVE A QUALIFIED PRODUCT USES ENERGY MORE EFFICIENTLY THAN A COMPARABLE MODEL*

## SUPERIOR ENERGY MANAGEMENT STANDS OUT ON WALL STREET

Energy efficiency leaders (companies that improve the efficiency of their own operations) achieve superior stock market returns.

- In the real estate sector, active ENERGY STAR partners outperformed non-partners by 12% over a 2 year period.[J]
- In the food service sector, ENERGY STAR partners outperformed to the Dow Jones broad retail sector index by 2000 basis points over a 2 year period.[K]

A 2004 Energy Conservation, Efficiency and Demand Response Study 3199, Final Report July 2004, Schulman, Ronca and Bucavalas, Inc. and Research into Action (July 2004).

B Lowe's Home Improvement Warehouse Summer Energy Efficiency, May 9, 2001, Ipsos Reid.

C The Gallup Organization, 2000.

D National Awareness of ENERGY STAR for Analysis of CEE 2005 Household Survey, The Cadmus Group and KEMA Consulting, Inc., March 2006.

E. California Appliance Trends, 2001, Volume 1. Residential Market Share Tracking Project, RER, Managed by Southern California Edison.

F. Lamp Trends, 2002, Volume 1, Residential Market Share Tracking Project, RER, Managed by Southern California Edison.

G. ENERGY STAR Windows program, November 2000, Market Progress Evaluation Report. Prepared by Quantec for NEEA, Report #E00-069.

H. Northwest Energy Efficiency Alliance, 2001 Annual Report.

I. Northeast Energy Efficiency Partnership, 2002.

J. "Energy Management and Investor Returns: The Real Estate Sector", Innovest Strategic Value Advisors, October 2002.

K. "Energy Efficiency and Investor Returns: The Retail Food Sector", Innovest Strategic Value Advisors, September 2002.



# THE FUTURE

There is much more work to do over the coming years on improving the environment through energy efficiency. Based on the recent surveys and studies, as well as a thorough review of the use of the ENERGY STAR marks in today's market place, it is clear that there are several measures that can make ENERGY STAR more effective as we go forward. The improvements are as follows:

- Building a strong call to action into the ENERGY STAR identity that speaks to the individual both emotionally and rationally about their ability to make a change for the better;
- Building clearer statements about the EPA and DOE backing of ENERGY STAR into promotional campaigns and outreach materials so that consumers are not confused about its source and can trust the ENERGY STAR as credible, unbiased information;
- Updating the ENERGY STAR marks to be more memorable, recognizable and clearer across a range of applications.

These improvements will help increase awareness of ENERGY STAR and will more strongly influence the change in behavior required to protect the environment for future generations.

# THE ENERGY STAR IDENTITY

The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. These guidelines will help us all understand and properly use the key elements of the ENERGY STAR identity. Consistently presenting the meaning and benefits of ENERGY STAR maintains and builds its value and immeasurably benefits all.

Several refinements have been made to enhance the value of the ENERGY STAR identity. First, the ENERGY STAR marks have been updated to have greater clarity, consistency and consumer recognition. The update includes adding the words "ENERGY STAR" into each mark so that it is closely associated with the ENERGY STAR name. We have also incorporated the power of a strong, clear color, one of the most important elements of an identity if used consistently and frequently. Blue has been chosen as the primary color for the marks because it represents many positive attributes for ENERGY STAR including clarity, air, sky, and the environment. ENERGY STAR Blue (100% Cyan) is the preferred color for the use of the marks.

The refined ENERGY STAR marks:

- work better across a range of sizes and backgrounds, and particularly well in retail settings;
- maintain a strong environmental feel with ENERGY STAR Blue;
- read as ENERGY STAR due to the words underneath;
- reproduce easily due to a one color rendering (100% Cyan) in most applications.

In addition, EPA recommends that strong messaging about the power of the individual to protect the environment as well as clear statements about the government as the authority behind ENERGY STAR be incorporated into outreach materials, as appropriate, to more fully communicate the ENERGY STAR identity.

## THESE GUIDELINES

The rest of these guidelines outline how to use the ENERGY STAR marks across a wide range of activities and applications. General guidelines are provided first, followed by more specific guidelines for each category of mark. In addition, these guidelines provide recommendations for what words to use when writing or talking about the ENERGY STAR program (see pages 10.0-10.2), including how to reference the government source of authority.

# USING THE ENERGY STAR MARKS
## GENERAL GUIDELINES

The ENERGY STAR Program is a partnership between businesses and organizations and the Federal government. As part of this partnership, businesses and organizations can use the ENERGY STAR name and marks, registered marks owned by the U.S. government, as part of their energy efficiency and environmental activities.

The ENERGY STAR marks, each designed for specific purposes, are shown on the following pages and fall under the following four categories:

1. Promotional Mark;
2. Certification Mark;
3. Linkage Phrase Mark (2 options);
4. Partnership Mark.

Organizations must enter into an agreement with the government to use the marks as provided in this document. Allowing alterations to these marks would confuse businesses and consumers about the source of the ENERGY STAR program and reduce its value for all.[1]

1 Government documents may use slight variations of the ENERGY STAR marks where it is important to the communication goal of the material and where there would be no confusion about the source of authority.

Organizations using these marks must abide by the following general guidelines:

1. The ENERGY STAR name and marks may never be used in any manner that would imply EPA or DOE endorsement of a company, its products, or its services. Neither the marks nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name or Web site title.
2. The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
3. The marks may never be used in a manner that would disparage ENERGY STAR, EPA, DOE, or any other government body.
4. The marks may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
5. Partners and other authorized organizations are responsible for their own use of the ENERGY STAR marks, as well as use by their representatives, such as ad agencies and implementation contractors.



USING THE ENERGY STAR MARKS
GENERAL GUIDELINES

6. The ENERGY STAR name should always appear in capital letters.
7. The registration symbol ® must be used with the first time the words "ENERGY STAR" appear in material and:

- The ® symbol should always be in superscript;
- There shall be no space between the words "ENERGY STAR" and the ® symbol;
- The ® symbol shall be repeated in a document for each chapter title or Web page.

### ENERGY STAR REVIEW POLICY

- Advertisements where the certification mark is placed next to qualified products do not need to be approved.
- EPA must approve any major educational or promotional campaigns that feature the ENERGY STAR name or mark prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within two (2) business days of receipt of the materials. Materials should be submitted to your Account Manager or primary program contact.

### MARK VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR name and marks. The following explains the general course of action for addressing mark violations:

1. Anyone who misuses the marks will be contacted in writing or by telephone.
2. A reasonable amount of time will be given to correct the error(s) per EPA's discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
3. Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in termination of a stakeholder's participation in ENERGY STAR and/or legal action.

### QUESTIONS ABOUT USING THE MARKS

If you have questions regarding the use of the marks, please call your Account Manager or primary program contact, or the ENERGY STAR Hotline at: 1-888-STAR-YES (1-888-782-7937)

# THE ENERGY STAR MARKS

## Promotional Mark

Use the Promotional Mark on any materials that feature ENERGY STAR such as brochures, media kits and flyers. It is to be used in public education campaigns on the benefits of ENERGY STAR.

Preferred

Optional

## Certification Mark

Use the Certification Mark as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.

See special applications:

- Insulation (pages 9.2-9.3);
- HVAC (pages 6.6-6.7).

## Linkage Phrase Mark

Use the Linkage Phrase Mark in marketing materials, such as ads and circulars, to show that a company sells either ENERGY STAR qualified products or services that can deliver ENERGY STAR performance levels.

Preferred

Optional

## Partnership Marks

Use the Partnership Mark to promote an organization's commitment to and partnership in the ENERGY STAR Program.

Preferred

Optional

# USING THE ENERGY STAR PROMOTIONAL MARK

Use the ENERGY STAR Promotional Mark on materials designed to convey the benefits of ENERGY STAR qualified products, homes, and buildings. It may be used on any promotional materials that feature ENERGY STAR, like point-of-purchase displays, advertisements, T-shirts and hats. This mark is available to organizations running public education campaigns on the benefits of ENERGY STAR, in particular:

- Any organization that has signed a Partnership Agreement or Partnership Letter with ENERGY STAR and wishes to promote the benefits of ENERGY STAR;
- Non-governmental organizations (NGOs) and trade associations seeking to promote the benefits of ENERGY STAR.

Examples of common uses of the Promotional Mark are provided in the following pages. They illustrate our recommendations (see pages 5.1-5.15) for getting the greatest value from the use of the Promotional Mark. We devote a special section to depicting recommendations for promotional and educational campaign materials, since they frequently allow for the integration of many elements of the ENERGY STAR identity (see pages 5.8-5.15).

Uses of the Promotional Mark include:

- T-shirts, hats, etc; 1
- Point of Purchase materials; 2
- Product advertising when one does not want to highlight the particular products that have qualified for the ENERGY STAR (when the Certification Mark would be appropriate); 3
- Web sites; 4
- New Home promotional materials; 5
- Promotional and Educational Campaign materials. 6 7



1

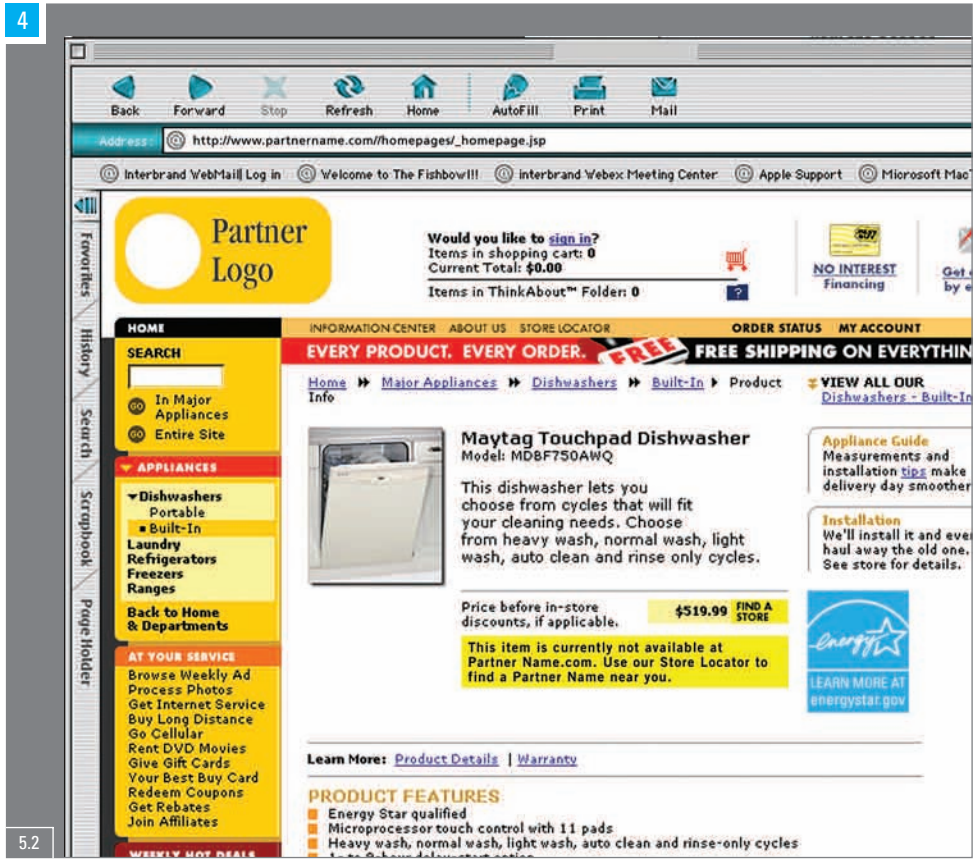
2

LOW UTILITY COSTS ARE BUILT INTO EVERY ENERGY STAR® QUALIFIED HOME.
Copy sets in any typeface and layout appropriate for the partner. Copy sets in any typeface and layout appropriate for the partner. Copy sets in any typeface and layout appropriate for the partner. Copy sets in any typeface and layout appropriate for the partner.
LEARN MORE AT energystar.gov
Partner Logo 1
Partner Logo 2
Partner Logo 3

3

5

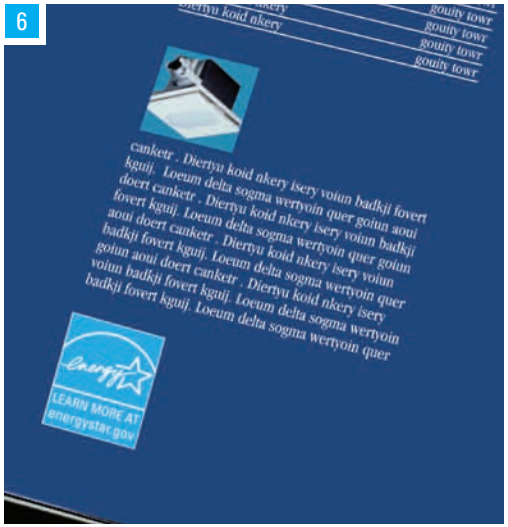
4




5.2

In examples 6 7 the Partner Promotional materials illustrate the use of the Promotional Mark on the inside of a brochure where there is only product marketing copy. When additional product specification is used, we suggest the addition of a building block containing the copy, "Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy."

6




7

5.3

# USING THE ENERGY STAR PROMOTIONAL MARK

## HORIZONTAL AND VERTICAL VERSIONS 1

We created two versions of the Promotional Mark, each including the ENERGY STAR symbol block and an attached messaging block 2. The messaging block devotes significant space to the call to action, which is important to building a stronger emotional appeal for the symbol. The two blocks are separated by a white rule equal in thickness to the arc within the symbol. The mark also has a white keyline around it that is also equal in thickness to the arc within the symbol.

## CLEAR SPACE 1

We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area. We require this clear space since the Promotional Mark frequently appears within materials using complex imagery such as other marks, graphic devices and text.

## MINIMUM SIZE 3 4

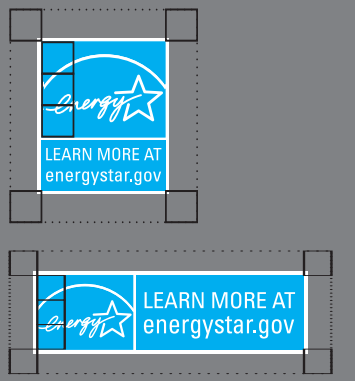
The solid color with white graphics and keyline assure a high level of protection for the mark itself. The mark may be resized, but the proportions must be maintained. For legibility in print, we recommend that the symbol block within the mark not be reproduced smaller in width than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web.

## PREFERRED COLOR 5

The preferred color for the Promotional Mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The preferred application of the Promotional Mark is ENERGY STAR Blue, as shown in these examples. It demonstrates how clear, strong and easy-to-remember simple geometry combined with a strong color can be. The Web color equivalent of ENERGY STAR Blue is hex color #0099FF. If multicolor printing is available for advertising, product literature, etc. the Promotional Mark should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available then black can be substituted.



1




2

3

The minimum size for print applications is 3/8 inch wide

4

The minimum size for Web applications is that the legibility of the lettering inside the messaging block must be maintained

5

The Promotional Mark appearing in ENERGY STAR Blue on any background color or photographic image

The Promotional Mark appearing in black on any background color or photographic image

The Promotional Mark appearing in white (reversed out of any background color or photo image)

The Promotional Mark appearing in white (reversed out of any background color or photo image)

# USING THE ENERGY STAR PROMOTIONAL MARK IN PROMOTIONAL AND EDUCATIONAL CAMPAIGNS

When designing materials for use in promotional and educational campaigns, there is frequently more space available than is required by the Promotional Mark alone to convey the benefits of ENERGY STAR to business and consumers. This section outlines the messages that EPA believes are important to emphasize, as space allows. It also details the overall framework for incorporating these messages and demonstrates the direction EPA and DOE are taking as we develop template materials for such activities.

## MESSAGES

EPA and DOE have had much success over the last two years incorporating a strong environmental message around the direct, rational benefits that ENERGY STAR offers, like energy savings, quality and comfort. EPA and DOE intend to continue to develop outreach materials that convey this full range of benefits.

The government will be incorporating three broad messages into our materials and are recommending that ENERGY STAR partners do the same, to the extent possible. The three broad messages are:

1. The power of the individual in making a difference;
2. The environmental choice provides energy savings without compromising quality or comfort;
3. ENERGY STAR is a government-backed symbol providing valuable, unbiased information to business and consumers.



1. THE POWER OF THE INDIVIDUAL IN MAKING A DIFFERENCE

2. THE ENVIRONMENTAL CHOICE PROVIDES ENERGY SAVINGS WITHOUT COMPROMISING QUALITY OR COMFORT

3. ENERGY STAR IS A GOVERNMENT-BACKED SYMBOL PROVIDING VALUABLE, UNBIASED INFORMATION TO BUSINESS AND CONSUMERS

# BUILDING BLOCKS

We use a powerful Building Block approach to convey the beneficial and motivational messages associated with ENERGY STAR. This approach offers a number of elements that can be combined and used across various applications for an effective outreach campaign. The elements include:

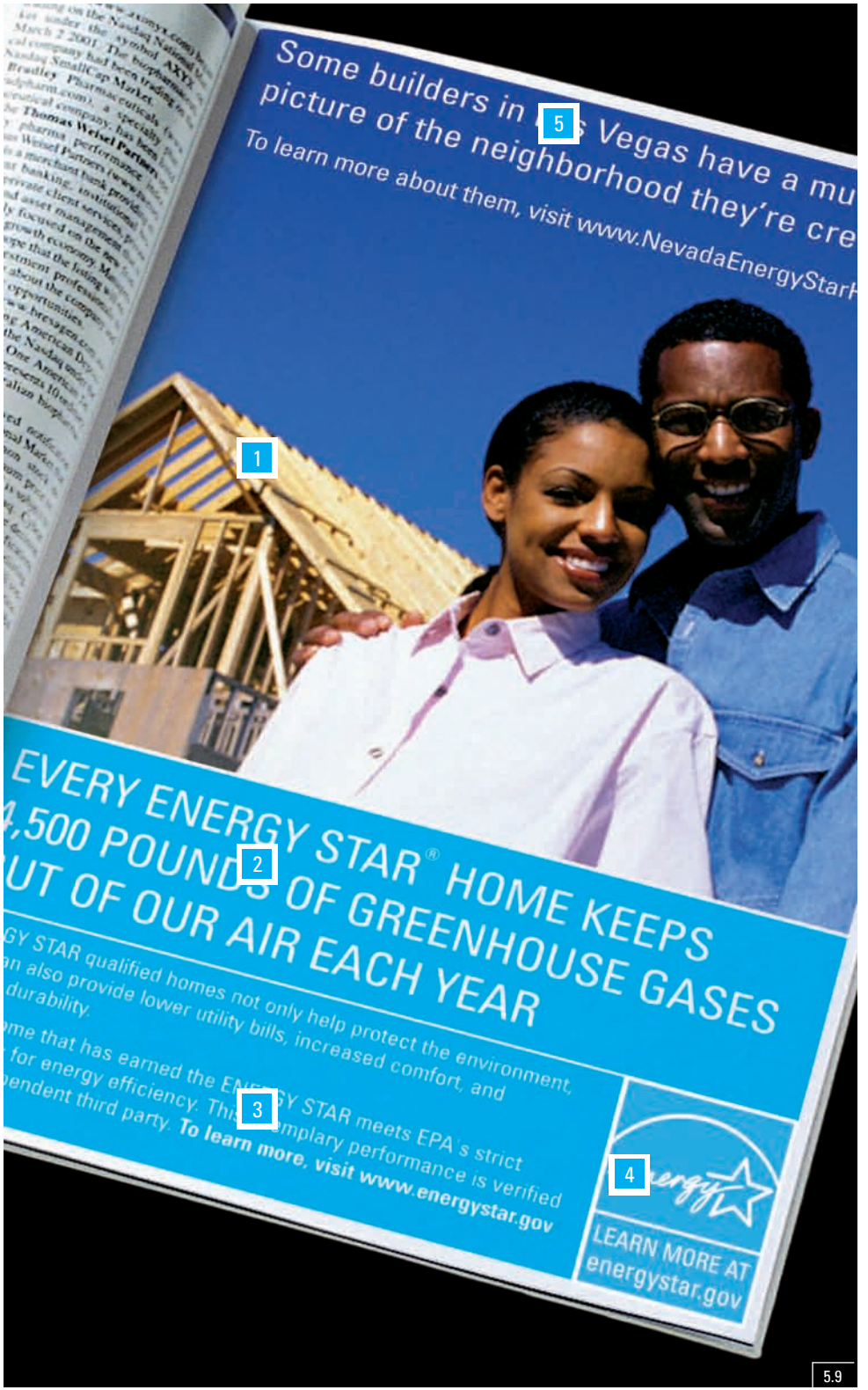
- Related Imagery; 1
- Messaging block 2 on the emotional motivation and the power of the individual;
- Messaging block 3 on the government source of authority;
- ENERGY STAR Learn More Mark. 4

Important messages, such as the source of authority for ENERGY STAR and strong environmental messages, can be linked to the ENERGY STAR symbol through the use of the Building Blocks and the color blue. Together they provide a much clearer statement of the ENERGY STAR platform that the partner is leveraging and bringing to its customers.

The rational benefits can be explained in the message block 5 written by the partner, providing the partner with a lot of flexibility in space and copy.

EPA has recommended imagery for these promotional efforts chosen with the intent of enhancing this emotional connection even further (see pages 5.16-5.19).




Some builders in
Vegas have a mu
picture of the neighborhood they're cre
To learn more about them, visit www.NevadaEnergyStarH
5
1
EVERY ENERGY STAR® HOME KEEPS
4,500 POUNDS OF GREENHOUSE GASES
UT OF OUR AIR EACH YEAR
2
GY STAR qualified homes not only help protect the environment,
an also provide lower utility bills, increased comfort, and
durability.
me that has earned the EN GY STAR meets EPA's strict
for energy efficiency. Tha mplary performance is verified
endent third party. To learn more, visit www.energystar.gov
3
4
LEARN MORE AT
energystar.gov

# BUILDING BLOCKS

The Building Blocks are created for use in partner communications and allow for flexibility in content and configuration. Some examples of this flexibility are using the:

- Promotional Mark by itself; 1 2
- Promotional Mark with the source of authority messaging block; 3
- Promotional Mark with the source of authority, the emotional motivation (optional) and the power of the individual messaging block in a horizontal or vertical configuration; 4 5
- Promotional Mark with the source of authority, the emotional motivation and the power of the individual messaging block in a stand alone application. 6

In addition, all configurations of the Building Blocks can be used in both 4-color printing and 6 black and white communications.

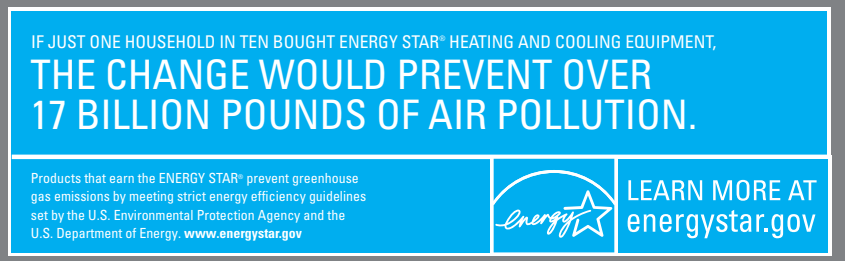
The Building Blocks appear in ENERGY STAR Blue in full-color printing and black in one-color printing. A thick white border equal to at least 3 times the thickness of the rule within the building blocks is recommended around the entire application layout that utilizes the Building Blocks as shown in these examples.

1

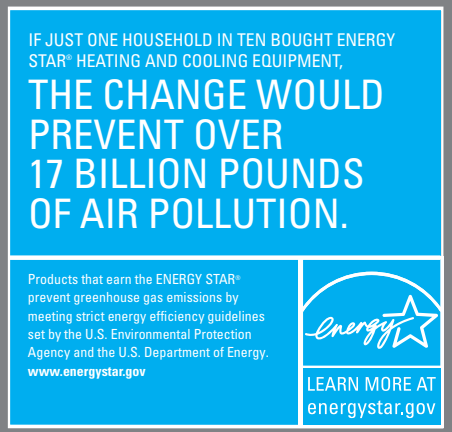
2

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov
LEARN MORE AT
energystar.gov

3


IF JUST ONE HOUSEHOLD IN TEN BOUGHT ENERGY STAR® HEATING AND COOLING EQUIPMENT,
THE CHANGE WOULD PREVENT OVER
17 BILLION POUNDS OF AIR POLLUTION.
Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. www.energystar.gov
LEARN MORE AT
energystar.gov

4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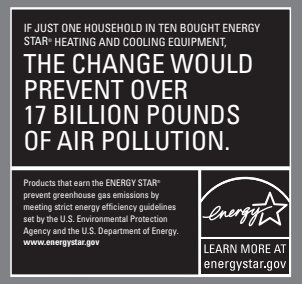
www.energystar.gov
LEARN MORE AT
energystar.gov

5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Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
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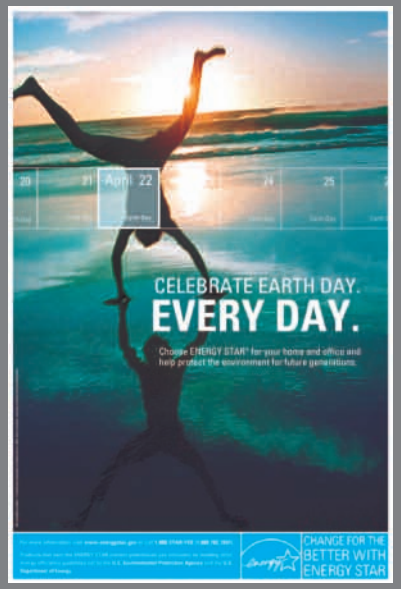
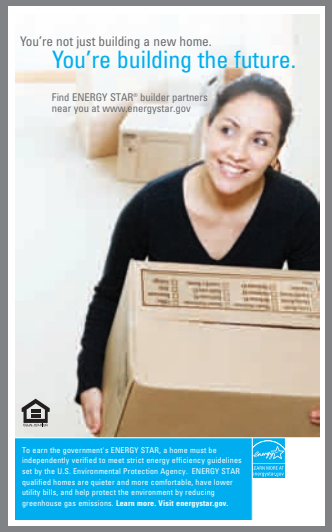
6

# EXAMPLES OF CREATIVE

The example below shows an existing campaign that utilizes the Building Blocks. Please note that any information or messaging outside of the Building Blocks, whether it be partner or otherwise, can be set in any typeface.





You're not just building a new home.
You're building the future.
Find ENERGY STAR® builder partners near you at www.energystar.gov
To earn the government's ENERGY STAR, a home must be independently verified to meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. ENERGY STAR qualified homes are quieter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions. Learn more. Visit energystar.gov.

cool your world
with ENERGY STAR
ENERGY STAR® qualified ceiling fans with attached lighting use half the energy of conventional ceiling fans, save you money, and help protect the environment.
Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. To learn more, visit www.energystar.gov
ASK ABOUT ENERGY STAR

Request *The Guide to Energy-Efficient Heating & Cooling* and make your home more energy efficient.

CO-BRANDED SECTION

To receive a free copy of the guide, visit **www.energystar.gov** or call **1-888-STAR-YES** (1-888-782-7937) and learn how to:

1. Maintain your equipment
2. Choose ENERGY STAR qualified HVAC products when it's time to replace
3. Get the right-sized equipment for your home
4. Have equipment installed properly

ASK ABOUT ENERGY STAR

By choosing this ENERGY STAR® qualified product with the latest energy-saving technology, you're helping to preserve our environment for future generations. And for that, we're mighty grateful.

For information on other products that have earned the ENERGY STAR, and more ways you can help protect the environment from home, visit www.energystar.gov.

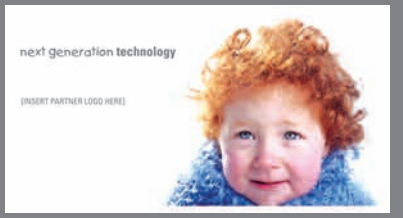
Did you know that you can also reuse or recycle many of your old home electronics? To learn more, go to www.plugintorecycling.org.

IF ALL HOME ELECTRONICS SOLD IN THE U.S. THIS YEAR WERE ENERGY STAR, WE WOULD REDUCE AIR POLLUTION EQUIVALENT TO THE EMISSIONS OF MORE THAN 380,000 CARS.

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov

CHANGE FOR THE BETTER WITH ENERGY STAR

next generation technology
[INSERT PRODUCT HERE]
Home electronics products that have earned the ENERGY STAR® have all the latest technology you're looking for in a fabulous gift, with an added energy-saving feature to help protect the environment. [Insert partner message here]
[PARTNER LOGO]
GIVE ENERGY STAR QUALIFIED HOME ELECTRONICS THIS HOLIDAY SEASON. THEY USE LESS ENERGY AND HELP PRESERVE OUR ENVIRONMENT FOR FUTURE GENERATIONS.
CHANGE FOR THE BETTER WITH ENERGY STAR



Home electronics products that have earned the ENERGY STAR® have all the latest technology you're looking for in a fabulous gift, with an added energy-saving feature to help protect the environment. [Insert partner message here]
[INSERT PARTNER LOGO HERE]
GIVE ENERGY STAR QUALIFIED HOME ELECTRONICS THIS HOLIDAY SEASON. THEY USE LESS ENERGY AND HELP PRESERVE OUR ENVIRONMENT FOR FUTURE GENERATIONS.
CHANGE FOR THE BETTER WITH ENERGY STAR

You have lots of questions about buying a central air conditioner.
We have one about the installation.
MAKING SURE ENERGY STAR QUALIFIED AIR CONDITIONERS ARE INSTALLED CORRECTLY HELPS DELIVER COMFORT, SAVINGS AND ENVIRONMENTAL BENEFITS.
ASK ABOUT ENERGY STAR

ASK ABOUT ENERGY STAR

## ENERGY STAR® QUALIFIED PROGRAMMABLE THERMOSTATS

### KEY SALES MESSAGES:

**ENERGY STAR is:**

> A U.S. government-backed symbol of energy efficiency.
> No sacrifice, more temperature control features.

**ENERGY STAR qualified programmable thermostats:**

> Come with pre-set temperature settings and features that meet energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE).
> Used properly, can save consumers $100 a year in energy costs.
> Save energy by controlling HVAC equipment with 4 daily temperature adjustments.

FOR MORE INFORMATION:
visit **www.energystar.gov**

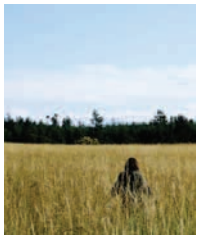
# IMAGERY SUGGESTIONS

Imagery is a small but very important part of the ENERGY STAR identity. Since imagery will be selected by many different sources, we have defined specific attributes that can be used as a guide for imagery selection. In addition, images will often be used in many applications that will limit any selection to royalty-free imagery only. Imagery should be chosen that is suggestive of our goals—protecting our environment for future generations and collective participation by consumers and partners. Choose imagery that:

- has the suggestion or actual presence of sky including the presence of sky through a window if it is an interior shot;
- has the participation of an individual or individuals. Family situations are preferred;
- conveys activity rather than passivity;
- suggests positiveness;
- shows simplicity rather than complexity.

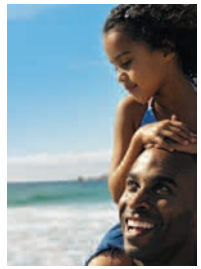


Blue Sky, Clouds, Atmosphere

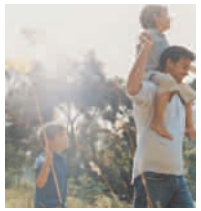


People 1

People 2

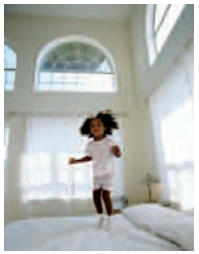


People 3



# IMAGERY SUGGESTIONS

Heating and Cooling Products



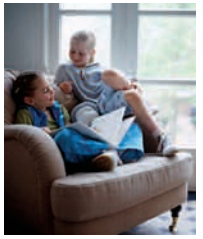
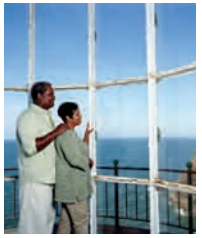
Lighting Products

Consumer Electronics

Appliances

Education

Home Sealing

New Homes Construction

Commercial and Industrial

Office Products

# USING THE ENERGY STAR MARKS
## INCORRECT USE OF THE PROMOTIONAL MARK

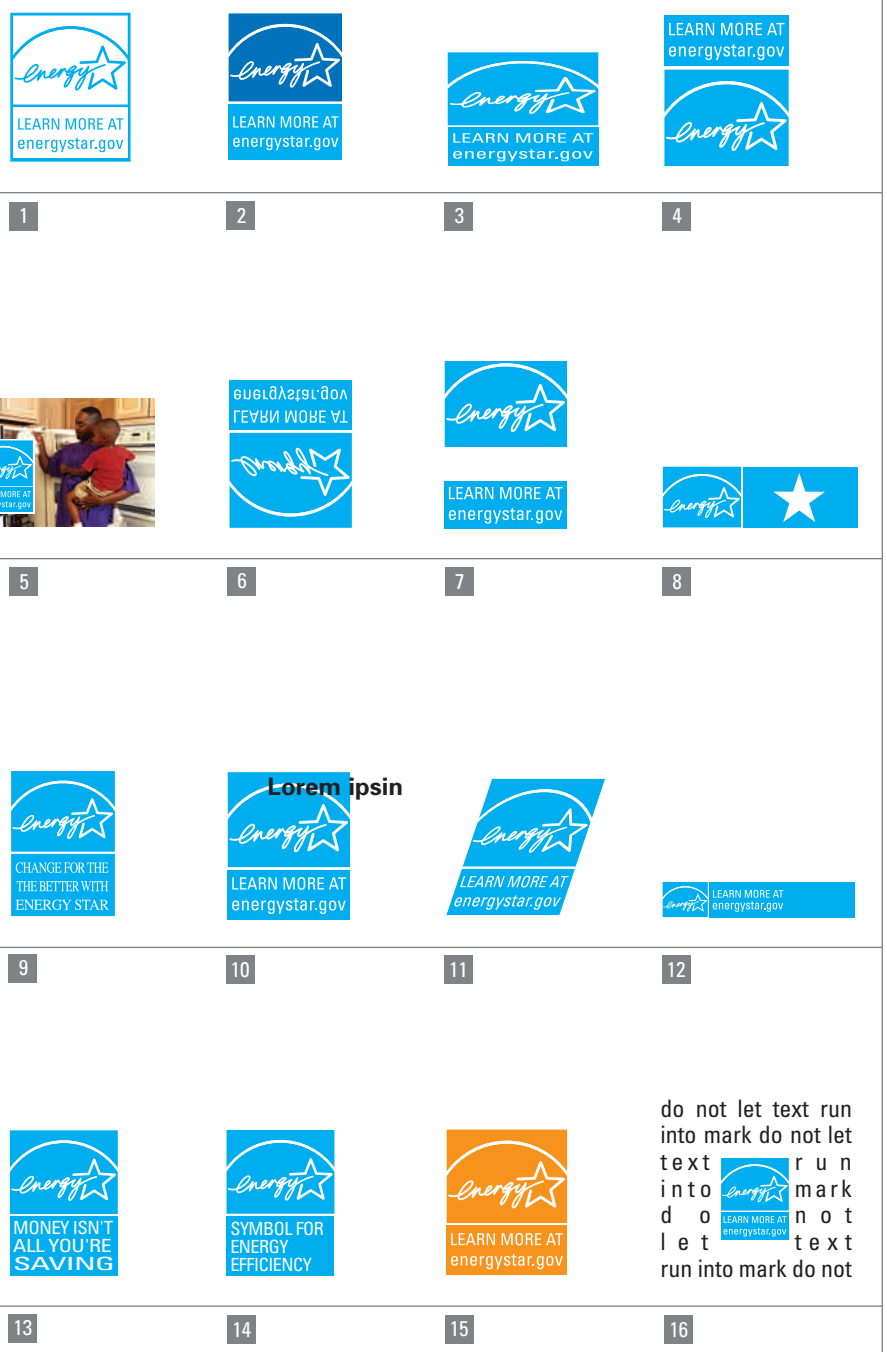
Please:

- Do not use on any product, home, or building to signify qualification with ENERGY STAR.
- Do not use to imply that any product, service, or organization has met ENERGY STAR performance criteria.
- Do not use on letterhead, business cards, and other stationery.
- Do not use to denote ENERGY STAR partnership or endorsement.
- Do not use to imply that the government is funding ENERGY STAR financing and mortgages.
- Do not use in advertisements featuring non-qualified products, homes, or buildings.
- Do not include on promotional materials on or adjacent to a non-qualified product, home, or building.
- Do not use the ENERGY STAR symbol without the ENERGY STAR messaging block.

When reproducing the marks please:

1. Do not make the mark an outline. Do not use a white mark on a white background.
2. Do not change the colors of the mark.
3. Do not distort the mark in any way.
4. Do not alter the lock up of the mark.
5. Do not place the mark on a busy image.
6. Do not rotate the mark.
7. Do not separate any of the mark's elements.
8. Do not substitute any part of the mark.
9. Do not use any other typeface to replace part of the mark.
10. Do not violate the clear space of the mark.
11. Do not skew the mark.
12. Do not change the size of the mark lock up.
13. Do not use the old tagline "Money Isn't All You're Saving."
14. Do not replace the approved wording.
15. Do not apply the ENERGY STAR marks in an unapproved color.
16. Do not let text run into the mark.





# USING THE ENERGY STAR CERTIFICATION MARK

Use the Certification Mark as a label on products, homes and buildings that meet or exceed ENERGY STAR performance guidelines.

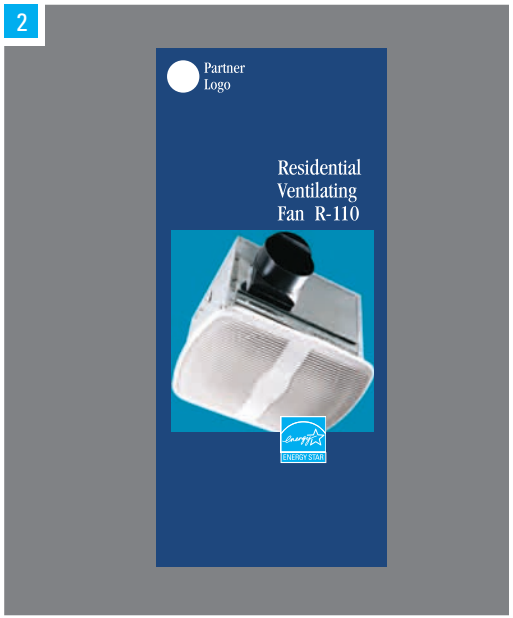
Examples of common uses of the Certification Mark are provided on the following pages. They illustrate our recommendations (see pages 6.0-6.3) on how to get the greatest value of the Certification Mark.

Uses of the Certification Mark include:

- On a qualifying product; 1
- In product literature for a qualifying product; 2
- On the Web to identify a qualifying product; 3
- In advertisements where it is used near to or on a qualifying product; 4
- On a qualifying new home; 5
- On Point of Purchase materials; 6
- One qualifying product packaging; 7 8
- On a qualifying building.

1

2




3

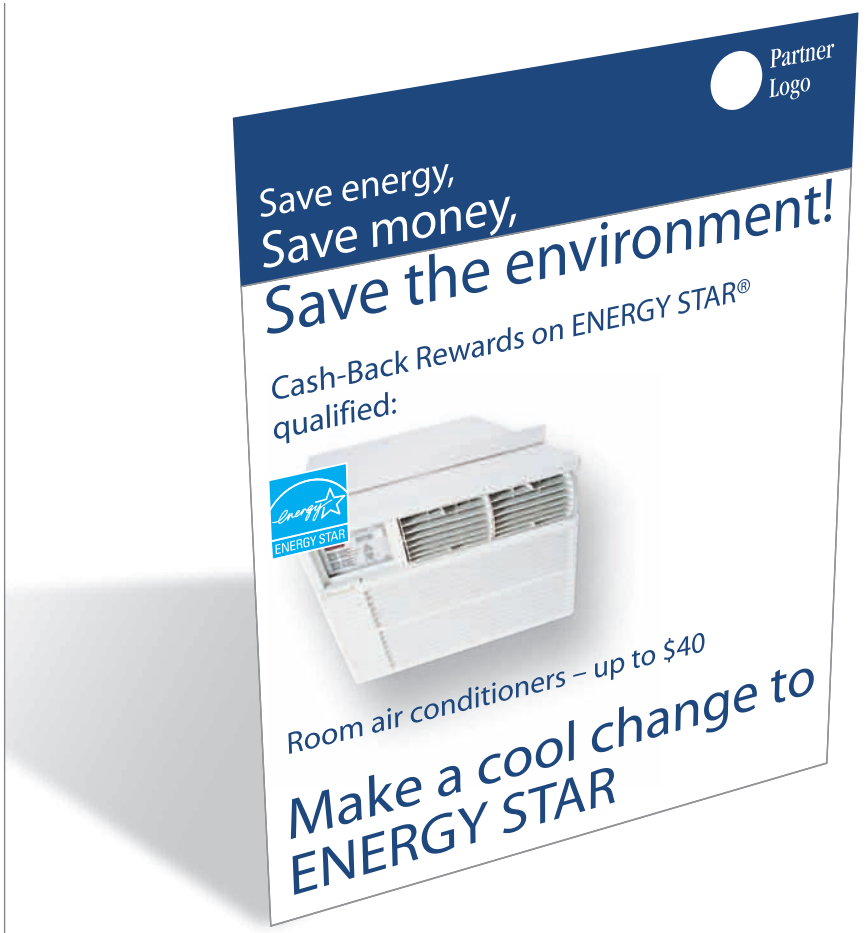
4

Look for the Energy Star® label when you make your next purchase.
Air conditioning purchase and installation tips to save you energy
Lowe's installs window air conditioning units!
CHANGE FOR THE BETTER WITH ENERGY STAR
6000 Btu Electronic Air Conditioner
$209
SHARP
and purchase portable fans and air conditioners online!
We also have a wide selection
10,000 Btu Air Conditioner
$269
40 Pint Dehumidifier
$174
25 Pint Dehumidifier
$139
Window A/C Vinyl Side Panel Kit
$9.88
Light Duty Window A/C Support
$26.96

5

ENERGY STAR

6


Partner Logo
Save energy,
Save money,
Save the environment!
Cash-Back Rewards on ENERGY STAR®
qualified:
ENERGY STAR
Room air conditioners – up to $40
Make a cool change to
ENERGY STAR

7

32inch Television
32inch Television

8

ENERGY STAR

# USING THE ENERGY STAR CERTIFICATION MARK

## ONE VERSION 1

Use only one version of the Certification Mark. We created this Certification Mark to maximize the footprint of the mark and for contrast and legibility. The mark includes an ENERGY STAR Symbol block and an attached messaging block. In the case of the Certification Mark the messaging is the ENERGY STAR name itself to reinforce the legibility of the symbol. The two blocks are separated by a white rule equal in thickness to the arc within the symbol. The mark also has a white keyline around it that is also equal in thickness to the arc within the symbol.

## CLEAR SPACE 2

We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area. We require this clear space since the Certification Mark frequently appears on materials using complex imagery such as other marks, graphic devices and text.

## MINIMUM SIZE 3

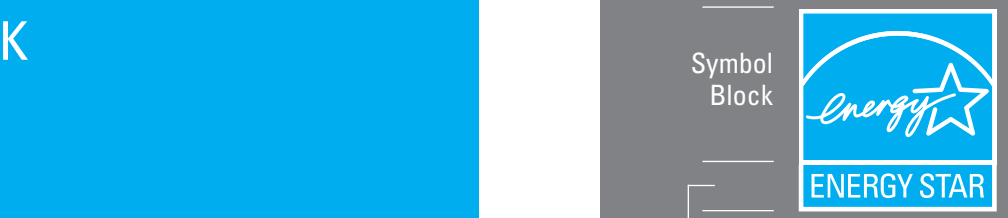
The solid color with white graphics and keyline assure a high level of protection for the mark itself. The mark may be resized, but the proportions must be maintained. For legibility, we recommend that the mark not be reproduced smaller in width than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web.

## PREFERRED COLOR 4

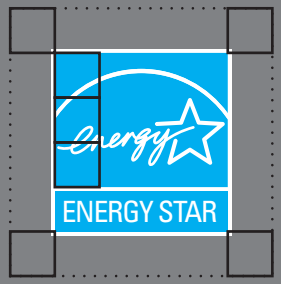
The preferred color for the Certification Mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The preferred application of the Certification Mark is ENERGY STAR Blue, as shown in these examples. It demonstrates how clear, strong and easy-to-remember simple geometry combined with a strong color can be. The Web color equivalent of ENERGY STAR Blue is hex color #0099FF. If multicolor printing is available for advertising, product literature, or point of purchase materials the Certification Mark should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available then the black can be substituted.



1




2




3

Minimum size for print applications is 3/8 inch wide

4

The minimum size for Web applications is that the legibility of the lettering inside the messaging block must be maintained

5

The Certification Mark appearing in ENERGY STAR Blue on any background color or photographic image

The Certification Mark appearing in black on any background color or photographic image

The Certification Mark appearing in white (reversed out of any background color or photo image)

The Certification Mark appearing in white (reversed out of any background color or photo image)

# USING THE ENERGY STAR CERTIFICATION MARK
## SPECIAL CONDITIONS

### ENERGY GUIDE LABEL 1 2

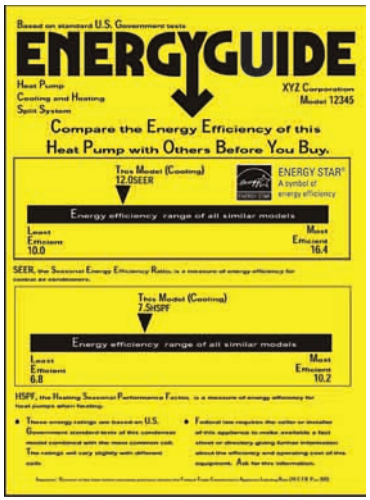
The Certification Mark has been approved by the Federal Trade Commission to appear on the Energy Guide label (required by the Department of Energy on all appliances and HVAC equipment). Given the format of the ENERGY STAR label, the Certification Mark appearing in black should be used.

### HVAC EQUIPMENT 3

When using the ENERGY STAR Certification mark on or near a qualifying heat pump or central air conditioner, the following disclaimer 4 must appear: "This product meets ENERGY STAR requirements when appropriate coil components are used. Ask your contractor for details."

The illustrations on this page are additional examples of applying the Certification Mark and applying the disclaimer language.

1


ENERGYGUIDE
Heat Pump Cooling and Heating Split System
XYZ Corporation
Model 12345
Compare the Energy Efficiency of this Heat Pump with Others Before You Buy.
This Model (Cooling)
12.0SEER
ENERGY STAR®
A symbol of energy efficiency
Energy efficiency range of all similar models
Least Efficient 10.0
Most Efficient 16.4
SEER, the Seasonal Energy Efficiency Ratio, is a measure of energy efficiency for central air conditioners.
This Model (Cooling)
7.5HSPF
Energy efficiency range of all similar models
Least Efficient 6.8
Most Efficient 10.2
HSPF, the Heating Seasonal Performance Factor, is a measure of energy efficiency for heat pumps when heating.
• These energy ratings are based on U.S. Government standard tests of this condenser model combined with the most common coil. The ratings will vary slightly with different coils.
• Federal law requires the seller or installer of this appliance to make available a fact sheet or directory giving further information about the efficiency and operating cost of the equipment. Ask for this information.

2

3

Programmable Thermostat
Automatically adjust your h
to help save energy when yo
home. Within a few years, pro
will pay for themselves in ener
maintaining the highest or lowe
temperatures for four to five hou
than a full 24 hours.
ENERGY STAR qualified heating ar
can save 10-40 percent on heating
and may also improve the comfort le
Air Conditioners
Compared to conventional models, En
qualified central air conditioners and r
conditioners reduce energy waste by at
10 percent, respectively. Replacing an ol
conditioner with a new Energy Star quali
saves about $50 per year in electricity dep
climate and the size of the unit you're repla
Boilers
An ENERGY STAR qualified boiler with techn
such as electric ignition and sealed combustio
save about 10 percent on heating bills.
Programmable Thermostats
Automatically adjust your home's temperature se
to help save energy when you're asleep or not at
home. Within a few years, programmable thermost
will pay for themselves in energy saved by
maintaining the highest or lowest required
temperatures for four to five hours each day, rather
than a full 24 hours.
4 This product meets ENERGY STAR requirements
when appropriate coil components are used.
Ask your contractor for details.

# USING THE ENERGY STAR MARKS
## INCORRECT USE OF THE CERTIFICATION MARK

Please:

- Do not use the Certification Mark on non-qualifying product, homes, or buildings.
- Do not alter the Certification Mark by using the ENERGY STAR symbol without the messaging block containing the name "ENERGY STAR."

When reproducing the marks please:

1. Do not make the mark an outline. Do not use a white mark on a white background.
2. Do not change the colors of the mark.
3. Do not distort the mark in any way.
4. Do not alter the lock up of the mark.
5. Do not place the mark on a busy image.
6. Do not rotate the mark.
7. Do not separate any of the mark's elements.
8. Do not substitute any part of the mark.
9. Do not use any other typeface to replace part of the mark.
10. Do not violate the clear space of the mark.
11. Do not skew the mark.
12. Do not change the size of the mark lock up.
13. Do not use the old tagline "Money Isn't All You're Saving."
14. Do not replace the approved wording.
15. Do not apply the ENERGY STAR marks in an unapproved color.
16. Do not let text run into the mark.
17. Do not use only the symbol block. The messaging block must appear as well.
18. Do not delete the symbol block from the mark.

# USING THE ENERGY STAR LINKAGE PHRASE MARKS

Use the ENERGY STAR Linkage Phrase Marks in marketing and advertising material to show that a company carries ENERGY STAR qualified products or services that meet guidelines set by EPA. It may be used on an array of promotional materials that feature ENERGY STAR, like retail circulars, point-of-purchase displays, sales materials, T-shirts and hats, etc. There are two approved Linkage Phrase Marks offering the following message options:

- "ASK ABOUT ENERGY STAR";
- "WE SELL ENERGY STAR."

Any party interested in marketing ENERGY STAR qualified products or services that meet strict guidelines set by EPA must receive approval from EPA before using a Linkage Phrase Mark by contacting media@energystar.gov. This applies to all parties that have not signed a Partnership Agreement or Partnership Letter.

Examples of many of these applications are provided in these pages and illustrate the recommendations, provided below, for getting the greatest value from the use of the Linkage Phrase Marks.

Uses of the Linkage Phrase Marks include:

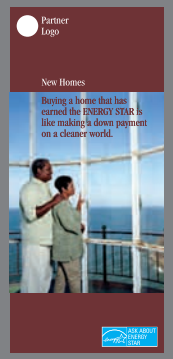
- Promotional materials 2 or advertisements 1 in a general location that is not product-specific;
- Point of Purchase materials; 3
- Web sites;
- Stationery such as letterhead, fax cover sheets, business cards, etc.

Laboratories, certification, and accreditation bodies may not use the Linkage Phrase marks. Visit energystar.gov/RecognitionGuidelines for approved language for these entities.

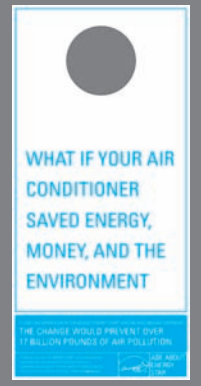


1

2




3




## SAMPLE EXPLANATIONS FOR USE WITH THE LINKAGE PHRASE MARK

Use the following explanations to help educate consumers about ENERGY STAR in conjunction with the Linkage Phrase Marks:

- "Products/homes/buildings that have earned the ENERGY STAR® are designed to protect the environment through superior energy efficiency."
- "Choose energy-efficient products/ homes/buildings that have earned the ENERGY STAR® It's an easy way to protect the environment while also saving money."

# USING THE ENERGY STAR LINKAGE PHRASE MARKS

## PLACEMENT

In advertisements, we prefer that the Linkage Phrase Mark appear at the top or bottom of the ad along with the organization name or in some other general location that is not product-specific. It is important to note that the mark must never be associated with any specific product models; use the Certification Mark for this purpose. If multiple models are featured in an advertisement and some of them do not meet the ENERGY STAR guidelines, the Linkage Phrase Mark may be used to indicate that ENERGY STAR qualified models are available without specifically identifying them.

## TWO VERSIONS 1

We have created two versions of the Linkage Phrase Mark, each including the ENERGY STAR symbol block and an attached messaging block. The messaging block holds the linkage phrases that associate the user with ENERGY STAR qualifying product or services that meet ENERGY STAR performance guidelines. The two blocks are separated by a white rule equal in thickness to the arc within the symbol. The mark also has a white keyline around it that is also equal in thickness to the arc within the symbol.

## CLEAR SPACE 2

We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area. We require this clear space since the Linkage Phrase Mark frequently appears within materials using complex imagery such as other marks, graphic devices and text.

## MINIMUM SIZE 3

The mark may be resized, but the proportions must be maintained. For legibility, we recommend that the graphic box within the mark not be reproduced smaller in height than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web. 4

## PREFERRED COLOR 5

The preferred color for the Linkage Phrase Mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The Web color equivalent of ENERGY STAR Blue is hex color #0099FF.



1

Symbol Block

Messaging Block

ASK ABOUT ENERGY STAR

Symbol Block

Messaging Block

WE SELL ENERGY STAR

2

WE SELL ENERGY STAR

ASK ABOUT ENERGY STAR

3

Minimum size for print applications

WE SELL ENERGY STAR

4

The minimum size for Web applications is that the legibility of the lettering inside the messaging block must be maintained

WE SELL ENERGY STAR

5

WE SELL ENERGY STAR

The Linkage Phrase Mark appearing in ENERGY STAR Blue on any background color or photographic image

WE SELL ENERGY STAR

The Linkage Phrase Mark appearing in black on any background color or photographic image

WE SELL ENERGY STAR

The Linkage Phrase Mark appearing in white (reversed out of any background color or photo image)

WE SELL ENERGY STAR

The Linkage Phrase Mark appearing in white (reversed out of any background color or photo image)

# INCORRECT USE OF THE ENERGY STAR LINKAGE PHRASE MARKS

Please:

- Do not use on any product, home, or building.
- Do not use to imply that any organization has met the ENERGY STAR performance criteria.
- Do not use to denote ENERGY STAR partnership or endorsement.
- Do not use to imply that the government is funding ENERGY STAR financing and mortgages.
- Do not use the ENERGY STAR symbol without the messaging block (containing the linkage phrase).

When reproducing the mark please:

1. Do not make the mark an outline. Do not use a white mark on a white background.
2. Do not change the colors of the mark.
3. Do not distort the mark in any way.
4. Do not alter the lock up of the mark.
5. Do not place the mark on a busy image.
6. Do not rotate the mark.
7. Do not separate any of the mark's elements.
8. Do not substitute any part of the mark.
9. Do not use any other typeface to replace part of the mark.
10. Do not violate the clear space of the mark.
11. Do not skew the mark.
12. Do not change the size of the mark lock up.
13. Do not use the old tagline "Money Isn't All You're Saving."
14. Do not replace the approved wording.
15. Do not apply the ENERGY STAR marks in an unapproved color.
16. Do not let text run into the mark.

1

2

3

4

5

6

7

8

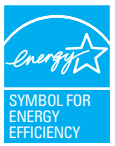
9

10

11

12

13

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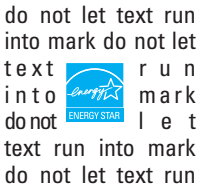


16

# USING THE ENERGY STAR PARTNERSHIP MARK

ENERGY STAR is united with its partners, manufacturers, retailers and builders, in the pursuit of a common goal—to protect our environment for future generations. More than 7,000 business and organizations have become partners. The Partnership Mark offers them an easy way to communicate their commitment to energy efficiency and the environment through ENERGY STAR. Any organization that has signed a Partnership Agreement or Partnership Letter with ENERGY STAR can use this mark to communicate their commitment.

Common uses of the Partnership Mark to feature the organization's partnership with EPA or DOE include:

- Stationery;
- Web sites; 1
- Annual reports. 2

Examples of these applications are provided on these pages and illustrate the recommendations for getting the greatest value from the use of the Partnership Mark.

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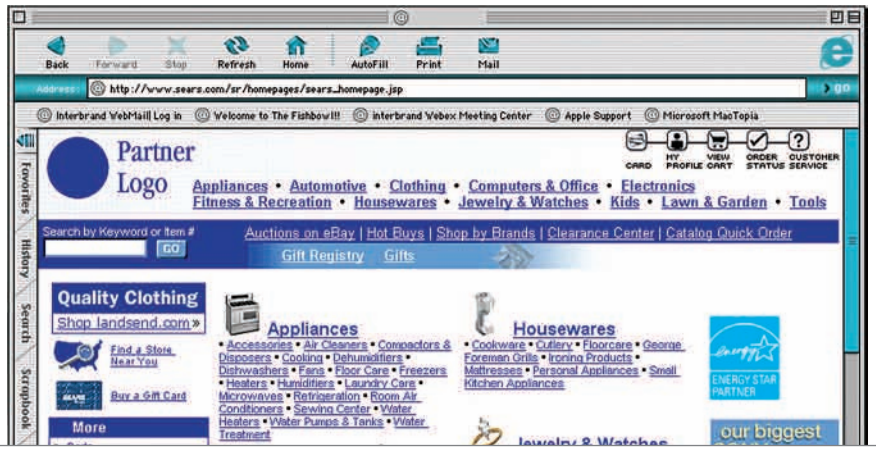




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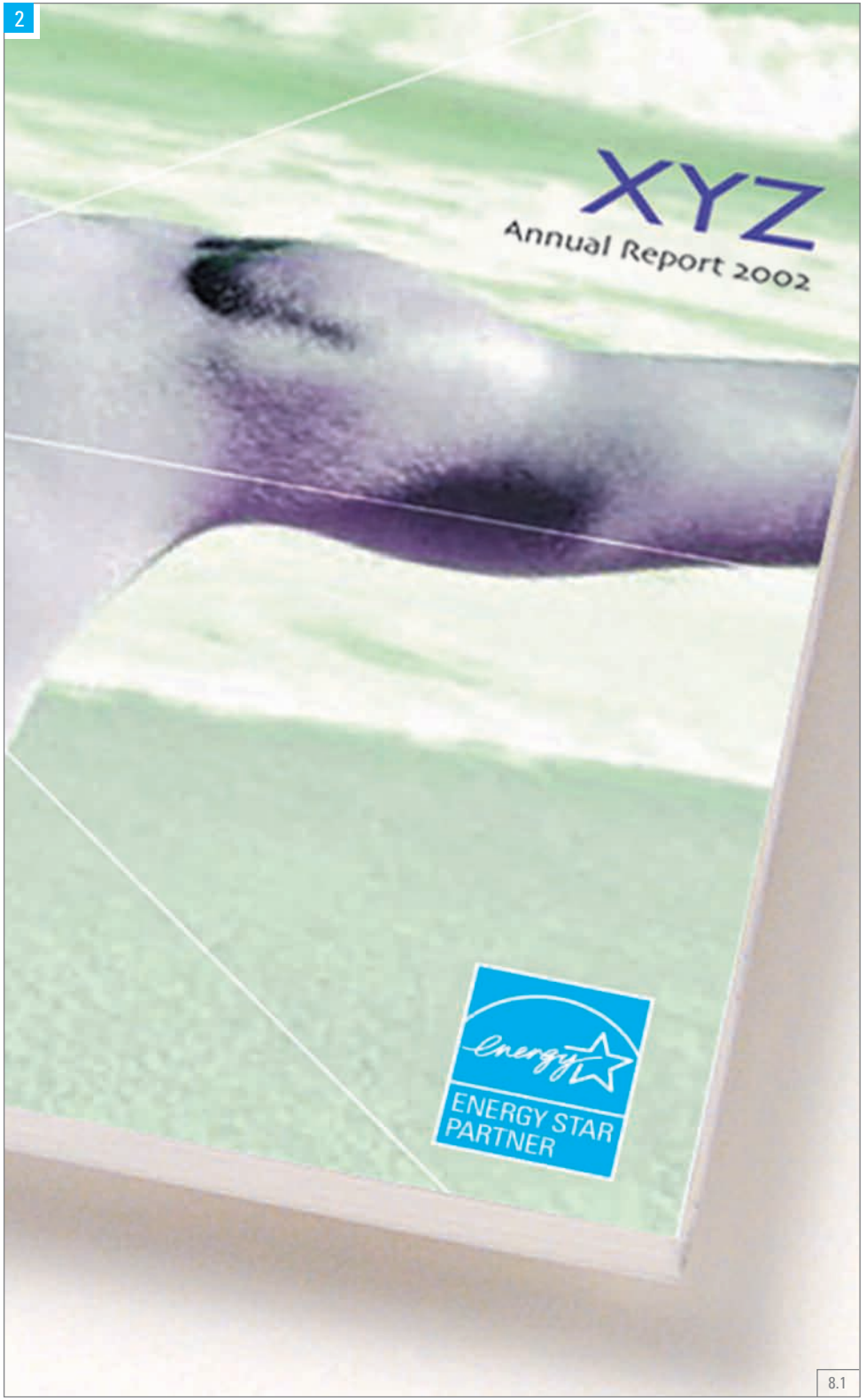


# USING THE ENERGY STAR PARTNERSHIP MARK

## TWO VERSIONS 1

We have created two versions of the Partnership Mark, each including the ENERGY STAR symbol block and an attached messaging block. The messaging block contains the affiliation words "ENERGY STAR Partner." The two blocks are separated by a white rule equal in thickness to the arc within the symbol. The mark also has a white keyline around it that is also equal in thickness to the arc within the symbol.

## CLEAR SPACE 2

We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area.

## MINIMUM SIZE 3

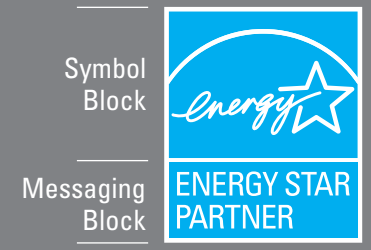
The mark may be resized, but the proportions must be maintained. For legibility, we recommend that the graphic box within the mark not be reproduced smaller in height than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web. 4

## PREFERRED COLOR 5

The preferred color for the Partnership Mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The Web color equivalent of ENERGY STAR Blue is hex color #0099FF.



1

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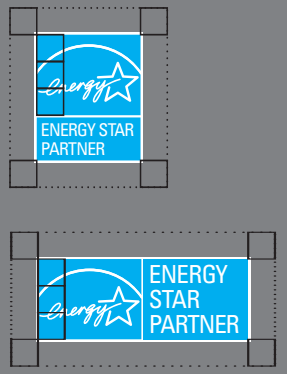


3

Minimum size for print applications is 3/8 inch wide

4

The minimum size for Web applications is that the legibility of the lettering inside the messaging block must be maintained

5

The Partnership Mark appearing in ENERGY STAR Blue on any background color or photographic image

The Partnership Mark appearing in black on any background color or photographic image

The Partnership Mark appearing in white (reversed out of any background color or photo image)

The Partnership Mark appearing in white (reversed out of any background color or photo image)

# INCORRECT USE OF THE ENERGY STAR PARTNERSHIP MARK

Please:

- Do not use the Partnership Mark to denote or imply EPA or DOE endorsement of an organization and its products or services.
- Do not use the Partnership Mark on or adjacent to a product, or on product packaging.
- Do not use the ENERGY STAR symbol without the messaging block (containing the words "ENERGY STAR Partner").

When reproducing the marks please:

1. Do not make the mark an outline. Do not use a white mark on a white background.
2. Do not change the colors of the mark.
3. Do not distort the mark in any way.
4. Do not alter the lock up of the mark.
5. Do not place the mark on a busy image.
6. Do not rotate the mark.
7. Do not separate any of the mark's elements.
8. Do not substitute any part of the mark.
9. Do not use any other typeface to replace part of the mark.
10. Do not violate the clear space of the mark.
11. Do not skew the mark.
12. Do not change the size of the mark lock up.
13. Do not use the old tagline "Money Isn't All You're Saving."
14. Do not replace the approved wording.
15. Do not apply the ENERGY STAR marks in an unapproved color.
16. Do not let text run into the mark.

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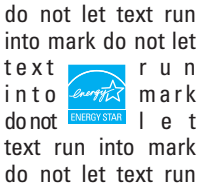



16

# SPECIAL APPLICATIONS: SEAL AND INSULATE WITH ENERGY STAR GRAPHIC

EPA has developed the Seal and Insulate with ENERGY STAR Graphic 1 to help interested parties promote a set of products and practices that, when used together, serve to improve the energy performance of a home's envelope and reduce energy use.

The graphic may be used in marketing and advertising materials 2 to educate consumers or to show that a company carries either products or services that clearly contribute to the improvement of the home envelope as recommended by EPA's ENERGY STAR Program. It must be placed in a general location that is not product-specific. It may not appear on products or product labels.

Any party may use this graphic once it enters into an agreement with EPA to abide by the terms of these Guidelines. A party is not required to sign a Partnership Agreement or Partnership Letter.

The preferred color for the Seal and Insulate with ENERGY STAR Graphic is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The reversed out white version may only be used on top of a dark background.

EPA must approve use of the Seal and Insulate with ENERGY STAR Graphic, as well as program facts that feature the ENERGY STAR name, prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within five (5) business days of receipt of the materials. Materials should be submitted to your primary program contact.



1

2

# SPECIAL APPLICATIONS: ENERGY STAR INSULATION PRODUCTS GRAPHIC

EPA has developed the ENERGY STAR Insulation Products Graphic 1 to identify insulation products that qualify for ENERGY STAR. Only insulation manufacturers who have signed a Partnership Agreement may use the graphic.

The Insulation Products Graphic must appear directly on qualified insulation products or, where appropriate, 2 on product labels or packaging that is attached to or contains the actual insulation product. The insulation products graphic should never appear in advertisements or other promotional materials, print or electronic.

The preferred color for the Insulation Products Graphic is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The reversed out white version may only be used on top of a dark background.

EPA must approve use of the Insulation Products Graphic, as well as program facts that feature the ENERGY STAR name, prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within five (5) business days of receipt of the materials. Materials should be submitted to your primary program contact.



1

LEARN MORE AT energystar.gov

**Seal and Insulate with ENERGY STAR**

Insulation saves energy when installed according to ENERGY STAR guidelines.

2

# SPECIAL APPLICATION: THE HOME PERFORMANCE WITH ENERGY STAR MARKETING GRAPHIC

Use the Home Performance with ENERGY STAR Marketing Graphic to promote a comprehensive, whole-house energy-efficiency improvement service in accordance with Home Performance with ENERGY STAR criteria outlined in the Home Performance with ENERGY STAR Partnership Agreement. The graphic may be used in marketing and advertising materials to educate consumers or to show that a company provides services that clearly contribute to the integrated improvement of homes' systems as recommended by EPA's ENERGY STAR Program.

Any party delivering services as a participant in a partner-sponsored, whole-house improvement program using Home Performance with ENERGY STAR may use this graphic once it enters into an agreement with a program sponsor and once it agrees to abide by the terms of these guidelines. A program sponsor, that has signed the Home Performance with ENERGY STAR Partnership Agreement, may also use this graphic for program promotion.

## CORRECT USE OF GRAPHIC 1 2

Use of the graphic includes Promotional and Educational material, and Web sites. Because Home Performance with ENERGY STAR is a new service, it is recommended that the following language appear next to the Home Performance with ENERGY STAR marketing graphic 1 2 where applicable, for educational purposes:

*Working to deliver whole-house energy savings to improve comfort and help protect the environment.*

## OTHER PROMOTIONAL USES

Use of the graphic includes T-shirts, 3 hats, letterhead, business cards, and other stationery. 4 It must be placed in a general location that is not product-specific. It may not appear on products or product labels.

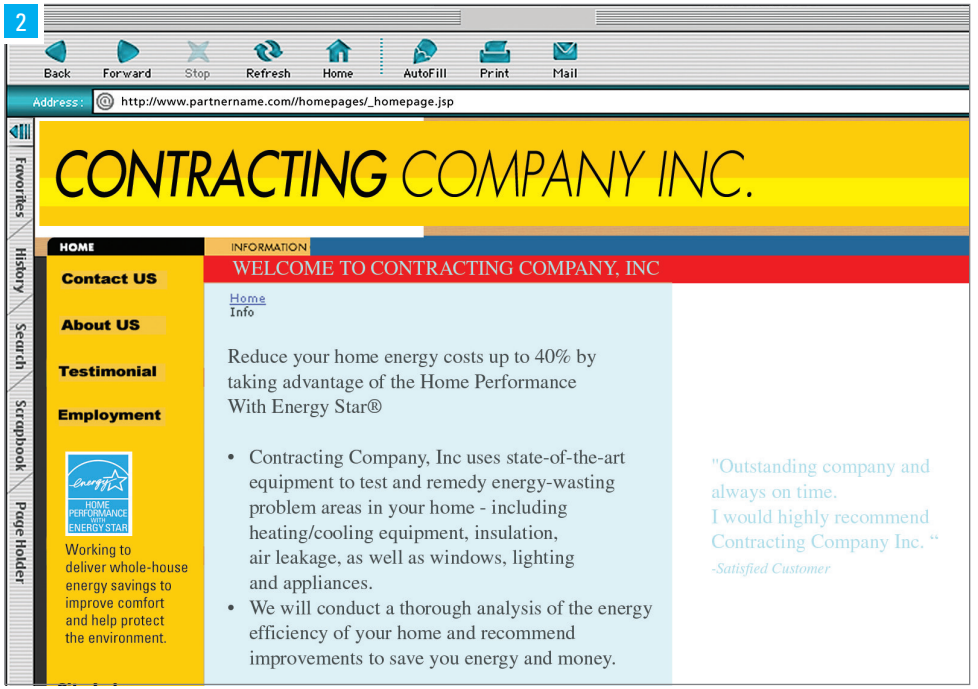
In order to avoid confusion in the marketplace, other ENERGY STAR marks should never be combined or displayed together with the Home Performance with ENERGY STAR Marketing Graphic. For example, if a Home Performance with ENERGY STAR program participant also sells ENERGY STAR qualified windows, the participant should choose to display either the certification mark next to a qualified window or the Home Performance with ENERGY STAR Marketing Graphic to advertise their participation, but not both.



1

SAVE MONEY AND ENERGY
YEAR AFTER YEAR
Have your home's energy use evaluated and improved by qualified energy professionals.
Contracting Company, Inc uses state-of-the-art equipment to test and remedy energy-wasting problem areas in your home - including heating/cooling equipment, insulation, air leakage, as well as windows, lighting and appliances.
CONTRACTING COMPANY INC.
Street Address, Any Town, ST 000-555-1234
www.webaddress.com
HOME PERFORMANCE WITH ENERGY STAR
Working to deliver whole-house energy savings to improve comfort and help protect the environment.

2


Back
Forward
Stop
Refresh
Home
AutoFill
Print
Mail
Address:
http://www.partnername.com//homepages/_homepage.jsp
Favorites
History
Search
Scrapbook
Page Holder
CONTRACTING COMPANY INC.
HOME
Contact US
About US
Testimonial
Employment
Working to deliver whole-house energy savings to improve comfort and help protect the environment.
INFORMATION
WELCOME TO CONTRACTING COMPANY, INC
Home
Info
Reduce your home energy costs up to 40% by taking advantage of the Home Performance With Energy Star®
Contracting Company, Inc uses state-of-the-art equipment to test and remedy energy-wasting problem areas in your home - including heating/cooling equipment, insulation, air leakage, as well as windows, lighting and appliances.
We will conduct a thorough analysis of the energy efficiency of your home and recommend improvements to save you energy and money.
"Outstanding company and always on time. I would highly recommend Contracting Company Inc. "
-Satisfied Customer

3

4

# USING THE HOME PERFORMANCE WITH ENERGY STAR MARKETING GRAPHIC

The program sponsor, as agreed to in the Home Performance with ENERGY STAR Partnership Agreement, is responsible for ensuring that program participants use the graphic consistent with the terms of these guidelines. Additionally, program sponsors should approve program participants' use of the Home Performance with ENERGY STAR Marketing Graphic in marketing and advertising campaigns as well as program facts that feature the ENERGY STAR name prior to final production or printing.

## HORIZONTAL AND VERTICAL VERSIONS 1 2

There are two versions of the graphic—horizontal and vertical. Both include an ENERGY STAR Symbol block and a messaging block. The vertical mark is the preferred Home Performance with ENERGY STAR Marketing Graphic.

## CLEAR SPACE 3

We require that a clear space of 0.333 (1/3) of the height of the graphic box within the label should surround the label at all times. No other graphic elements, such as text and images, can appear in this area.

## MINIMUM SIZE 4 5

The graphic may be resized, but the proportions must be maintained. For legibility, we recommend that the graphic not be reproduced smaller in width than 0.375 inch (3/8") for print. Lettering legibility inside the graphic must be maintained on the Web.

## PREFERRED COLOR 6

The preferred color for the Home Performance with ENERGY STAR Marketing Graphic is ENERGY STAR Blue (100% Cyan) Alternate versions in black or reversed out to white are allowed. The reversed out to white version may only be used on top of a dark background. The Web color equivalent of ENERGY STAR Blue is hex color #0099FF. If multicolor printing is available for advertising, product literature, or point of purchase materials, the the Home Performance with ENERGY STAR Marketing Graphic should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available, then the black can be substituted.



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Minimum size for print applications is 3/8 inch wide

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The minimum size for Web applications is that the legibility of the lettering inside the messaging block must be maintained

6

Working to deliver whole-house energy savings to improve comfort and help protect the environment

The Home Performance mark appearing in ENERGY STAR Blue on any background color or photographic image

Working to deliver whole-house energy savings to improve comfort and help protect the environment

The Home Performance mark appearing in black on any background color or photographic image

Working to deliver whole-house energy savings to improve comfort and help protect the environment

The Home Performance mark appearing in white (reversed out of any background color or photo image)

Working to deliver whole-house energy savings to improve comfort and help protect the environment

The Home Performance mark appearing in white (reversed out of any background color or photo image)

# USING THE ENERGY STAR MARK
## INCORRECT USE OF THE HOME PERFORMANCE WITH ENERGY STAR MARKETING GRAPHIC

- Do not use on any product, home, or building to signify qualification with ENERGY STAR.
- Do not use to imply that any product or any organization has met ENERGY STAR performance criteria.
- Do not use to denote ENERGY STAR partnership or endorsement.
- Do not use to imply that the government is funding ENERGY STAR financing and mortgages.
- Do not use to imply that the government is funding or endorsing improvements or home improvement work.
- Do not use in advertisements featuring services that are not directly related to participation in a sponsored Home Performance with ENERGY STAR program.
- Do not display with other ENERGY STAR marks.

Please:

1. Do not make the mark an outline. Do not use a white mark on a white background. Do not use the cyan blue mark on a blue background.
2. Do not change the colors of the mark.
3. Do not distort the mark in any way.
4. Do not alter the lock up of the mark.
5. Do not place the mark on a busy image.
6. Do not rotate the mark.
7. Do not separate any of the mark's elements.
8. Do not substitute any part of the mark.
9. Do not use any other typeface to replace part of the mark.
10. Do not violate the clear space of the mark.
11. Do not skew the mark.
12. Do not change the size of the mark lock up.
13. Do not use the old tagline "Money Isn't All You're Saving."
14. Do not replace the approved wording.
15. Do not apply the ENERGY STAR marks in an unapproved color.
16. Do not let text run into the mark.

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# WRITING AND TALKING ABOUT ENERGY STAR

To maintain and build the value of ENERGY STAR, EPA recommends terminology to use when writing and talking about elements of the program.

| CORRECT | INCORRECT |
|---|---|
| **EARNING THE ENERGY STAR** | |
| ENERGY STAR qualified TV (or VCR, building, etc.) | ENERGY STAR compliant TV<br>ENERGY STAR certified TV<br>ENERGY STAR rated TV |
| TV (or VCR, home, building, etc.) that has earned the ENERGY STAR | |
| Products/homes/buildings that have earned the ENERGY STAR | ENERGY STAR Building(s) label |
| Facility/Building/School has been awarded the ENERGY STAR | ENERGY STAR product (e.g., TV)<br>ENERGY STAR products (referring to the suite of Products) |
| | ENERGY STAR equipment |
| | Endorsed by EPA/DOE |
| | Meeting ENERGY STAR standards |
| | ENERGY STAR rated building |
| | ENERGY STAR Building(s) "standard" |



# WRITING AND TALKING ABOUT ENERGY STAR

| CORRECT | INCORRECT |
|---|---|
| **GOVERNMENT SOURCE OF AUTHORITY** | |
| Products/Homes/Buildings that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy | |
| ENERGY STAR and the ENERGY STAR mark are registered U.S. marks | |
| ENERGY STAR is a registered mark owned by the U.S. government | |
| **PERFORMANCE GUIDELINES** | |
| ENERGY STAR guidelines | ENERGY STAR Standards* |
| ENERGY STAR specifications | EPA/DOE-approved |
| ENERGY STAR performance levels | EPA/DOE-endorsed |
| Voluntary programs | Received an endorsement by EPA/DOE |
| A building manager can "measure," "rate," or "benchmark" a facility's energy use by using the EPA's National Building Performance Rating System | Facility/Building/School has "won" the ENERGY STAR label |

* Note: When talking about Federal Energy Efficiency Standards, the use of "standards" is correct.

# WRITING AND TALKING ABOUT ENERGY STAR

| CORRECT | INCORRECT |
|---|---|
| PARTNERS | |
| An ENERGY STAR partner | An ENERGY STAR company |
| Company X, an ENERGY STAR Partner | Company X, a company endorsed by EPA |
| A company participating in ENERGY STAR | An EPA/DOE approved seller of ENERGY STAR equipment |
| A company promoting ENERGY STAR | Endorsed by DOE/Endorsed by EPA |
| ENERGY STAR Working with Key Sectors | ENERGY STAR Commercial Real Estate Program |
| ENERGY STAR: [+ a tailored marketing message], e.g., ENERGY STAR: make your commercial real estate business more profitable | |
| ENERGY STAR for Small Business | ENERGY STAR Small Business Program |
| ENERGY STAR for Schools | ENERGY STAR Schools Program |
| ENERGY STAR financing | ENERGY STAR Finance Program |
| ENERGY STAR loans | |
| ENERGY STAR mortgages | |
| ENERGY STAR qualified exit signs | ENERGY STAR Exit Sign Program |



# USING THE ENERGY STAR MARK OR NAME IN DOMAIN NAMES

Organizations, including partners, may not use the ENERGY STAR® trademark as part of an Internet domain name, without authorization from EPA. Only the EPA and DOE are allowed to use. The ENERGY STAR name is a registered trademark owned by the EPA. Only the EPA and DOE are allowed to use, or authorize the use of, the ENERGY STAR name. Public entities and state sponsors are allowed to use ENERGY STAR only if the organization has signed an agreement to this effect with EPA or DOE. The ENERGY STAR name is not allowed to be used in any other company name, product name, service name, domain name or Web site title.

EPA considers unauthorized use of ENERGY STAR as part of a domain name, to be an infringement of our trademark rights under the Lanham Act 15 U.S.C. §§ 1051 - 1129 (1999), including the Anti-cybersquatting Protection Act ("ACPA"), 15 U.S.C. § 1125(d)(1)(A). In addition, EPA considers use of ENERGY STAR as part of a domain name to be a violation of the Uniform Dispute Resolution Policy ("UDRP") that is incorporated into each domain name's registration agreement. EPA is readily available to answer any questions you may have on this policy.

United States
Environmental Protection
Agency

For more information visit
www.energystar.gov or call
1.888.STAR.YES (1.888.782.7937)

Recycled/Recyclable –
Printed with Vegetable Oil Based
inks on Recycled Paper (Minimum
50% Post-consumer Content)

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